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Press release

JOBO Introduces Affordable New Line of High-Resolution Digital Picture Frames

Two new JOBO 7-inch stylish Photo Frames feature internal memory capable of storing from 1,000 to up to 10,000 images

Gummersbach, Germany – JOBO AG introduces for the first time two new digital picture frames into the growing JOBO family of digital imaging products. The new JOBO Photo Display PDJ701 and PDJ700 both feature a 7" high-resolution and brilliant TFT-Color-LCD display designed to beautifully showcase digital images. These frames are designed to keep memories alive by showcasing digital pictures in an automatic slideshow presentation giving precious digital memories new life. Additionally, these frames enable users to highlight their special photographic moments and easily share them with family and friends. The new JOBO digital picture frames feature a handsome Acrylic frame design and modern metal trim to fit in with any décor in the home or office.

"We are pleased to now offer digital picture frames in our line up of products designed for digital camera owners," said Johannes Bockemuehl-Simon, JOBO's CEO. "These affordable new JOBO Photo Displays were created specifically to help consumers keep their memories alive and visible. With the popularity of digital photography and the ability of consumers to take more pictures than they ever did before, products like our Photo Displays are the perfect solution to proudly showcase digital images that until now were just being stored on home computers never to be seen again."

Both JOBO digital picture frames feature an 800 x 480 pixel resolution with a contrast ratio of 400:1 and a brightness of 230 cd/m². To view images on the high-resolution display, users just insert their camera's media card into the frame to transfer the images or they can download digital image files from their PC onto the frame via the included USB cable. These frames support all popular Memory cards such as CF, SD, MMC, MS and xD. Easy to use buttons on the back of the frames support intuitive operation of all important functions.

The 1 GB internal memory of the new JOBO PDJ701 can store an amazing 10,000 pictures turning it into a deluxe digital photo album. In addition, the JOBO PDJ701 features an integrated rechargeable 1500 mAh Li-Ion battery allowing the digital picture frame to be used without the need for unsightly power cables or as a mobile device that can be brought anywhere the user wishes to share their images. This model also features a high-quality metal stand. This unit can also be powered via the supplied AC power adapter.

The JOBO PDJ700 offers a 128 MB internal memory capable of storing about 1,000 images. Both JOBO models support picture browsing, thumbnail mode and slideshow with various transition effects. They also offer user-friendly functions such as Copy, Delete and Rotate photos as well as Picture Effects like "black and white". These frames can also display a calendar and the time and feature an integrated alarm clock. They include AC power adapters and can be powered on and off automatically by a timer.

JOBO FOR YOUR BEST IMAGE

JOBO PDJ701 Specifications:

- 7" / 17.78 cm diagonal with 262,000 colors
- Resolution: 800 x 480 Pixel (display range 720 x 480)
- Contrast ratio: 400:1; brightness: 230 cd/m²
- Internal memory: 1 GB, up to 10,000 images in optimum screen resolution
- Integrated Li-Ion battery (1500 mAh)
- Supported formats: JPG, BMP
- Interfaces: card-slots for CF, SD, MMC, MS, MS Pro, xD; USB 2.0 High Speed
- Functions: Picture-Showing-Mode (Picture Browsing, Thumbnail View, Slideshow), Editing (Copy, Delete, Rotate, Picture Effects), calendar, time, alarm, timer
- Languages: German, English, French, Spanish, Italian, Dutch, Portuguese
- Stand: high-quality metal
- Dimensions (W x H x D): 8.1 x 6.2 x 1 inches (without stand)
- Weight: 18.3 ounces (with stand)

JOBO PDJ700 Specifications:

- 7" / 17.78 cm diagonal with 262,000 colors
- Resolution: 800 x 480 Pixel (display range 720 x 480)
- Contrast ratio: 400:1; brightness: 230 cd/m²
- Internal memory: 128 MB, up to 1,000 images in optimum screen resolution
- Supported formats: JPG, BMP
- Interfaces: card-slots for CF, SD, MMC, MS, MS Pro, xD; USB 2.0 High Speed
- Functions: Picture-Showing-Mode (Picture Browsing, Thumbnail View, Slideshow), Editing (Copy, Delete, Rotate, Picture Effects), calendar, time, alarm, timer
- Languages: German, English, French, Spanish, Italian, Dutch, Portuguese
- Stand: black plastic
- Dimensions (W x H x D): 8.1 x 6.2 x 1 inches (without stand)
- Weight: 14.7 ounces (with stand)

These new JOBO Photo Displays includes: Photo Display PDJ700 with black plastic stand / Photo Display PDJ701 with metal stand, USB-cable, power supply and Quick Start Guide. The JOBO Photo Displays are available for \$179.00 (PDJ701) and \$159.00 (PDJ700) MSRP respectively.

About JOBO AG

JOBO is a family-owned company now in its third generation of family leadership. Having been founded in 1923, it has built up a reputation for quality, professionalism, and commitment. These core values remain their keys for continuous success in times of vast technological changes, growing markets, and globalization.

Through innovation and ingenuity JOBO has created standards within the imaging industry. For example, JOBO created the product class of small-volume, high-quality photo processors. And NASA pictures of the first flight to the moon (Apollo 11) were processed using JOBO equipment.

JOBO is also one of the first exhibitors of the most important photo trade shows in the world – photokina, founded in 1950. Since then, close interaction with photo dealers and end users has been critical in making JOBO an indisputable market leader in the world of photography.

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